

CREMATORIUM PRAISES GENEROSITY OF FAMILIES AND RELATIVES FOR HELPING CHARITY FOR DISABLED YOUNGSTERS

A crematorium in South Derbyshire has raised almost £9,000 in the last two years for charity thanks to the generosity of families who have said goodbye to a loved one.

Bretby Crematorium, based in Geary Lane, is part of a national scheme, which, with the knowledge and permission from members of a deceased person's family, recycles metals left over once a cremation has taken place.

The process is undertaken with great respect and dignity and is clearly explained to the families when they are making the funeral arrangements.

Traditionally any metal left after the cremation process would be given back to relatives or buried, but this scheme allows the crematorium to recycle it and use the funds to boost charitable causes.

Bretby Crematorium has been able to donate nearly £9,000 in the last two years alone to Central England Co-operative's chosen charity Newlife Foundation for Disabled Children as a result of being part of the scheme.

Nick French, Crematorium Manager, explained more about the charitable scheme and the processes behind it.

He said: "This is a scheme we have been involved with for several years together with many crematoria around the country.

"The scheme is explained to all families and they can decide to not take part at any point.

"However, we often find that our clients embrace the effort to support charity and find some comfort in something so positive coming out of their own distress.

"All of us here would like to say a big thank you to all the families who have helped us over the years and have supported charitable causes with this scheme.

"The generosity of the families is very much appreciated and we are thankful that even at a time of grief, they care about others."

There is a specific consent form which features as part of the paperwork that the next of kin sign.

A spokesman from the Institute of Cemetery and Crematorium Management (ICCM), which runs the scheme, said: "Bretby Crematorium has been a member of the ICCM and Orthometal recycling of metals scheme for a number of years.

"The scheme has made significant donations to local and national charities over the past 10 years and its continued support by the public and crematoria will continue to benefit local communities and the bereaved."

About Central England Co-operative

Central England Co-operative is one of the largest independent retail co-operative societies in the UK. It is a modern, forward-looking organisation employing over 8,000 staff, with projected gross sales of £958million for 2016/17. The Society recently celebrated being named Leading Co-operative of the Year 2016 by Co-operatives UK. The Society's principal areas of activity are food, funeral services, and property. The company's funeral business consist of over 120 funeral homes across 16 counties, 10 florists, masonry production and administration, Bretby Crematorium and Terry Smiths coffin factory.

Central England Co-operative has more than 430 trading outlets across 16 counties including; West Midlands, Warwickshire, Worcestershire, Staffordshire, Derbyshire, Leicestershire, Rutland, Nottinghamshire, Northamptonshire, Lincolnshire, West

The **co-operative**

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Yorkshire, South Yorkshire, Suffolk, Norfolk, Bedfordshire and Cambridgeshire. The Society has an ambitious food store and funeral home development programme for 2015/16.

Central England Co-operative is proud of its reputation for ethical business practices and corporate responsibility. It is a member of Business in the Community, the membership organisation that stands for responsible business, and has also won many business awards for excellence. The Society supports a number of charities including Newlife Foundation for Disabled Children and invests a percentage of its trading profit into local communities.

For more information visit www.centralengland.coop, follow Central England Co-operative on Twitter: @mycoopfood, @mycooplife and on Facebook: facebook.com/centralenglandcooperative

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